

# KANSAS RAPE PREVENTION and EDUCATION

## Media Campaign How To Guide

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GOAL: Promote Sexual Assault  
Prevention Education

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**“To end sexual violence, we must invest in prevention education programs as a part of a multifaceted approach designed to inform and effect change (Greenfield, 1997).”**

One broad focus of a primary prevention media campaign can be to prevent sexual violence from ever occurring. As a way to help narrow down that focus, an identification of individuals who are potential candidates for becoming perpetrators and provide them with education to counter the likelihood of acting out sexual violence is encouraged.

### Step One: Decide what you want to achieve in your media campaign.

#### A. Select a target market

Examples include:

- < A sexual assault primary prevention campaign can target educational settings (i.e., superintendents, principals, guidance counselors, school nurses, teachers) with the goal of incorporating prevention education into classrooms for children ages 11 - 19 years.
- < A sexual assault primary prevention campaign can target children ages 11-19 with a theme they can relate to like, “Pump Up the Volume: Speak out about Violence.”

- < A sexual assault primary prevention campaign can target the community at large to introduce change on the social and cultural beliefs about gender and violence.
- < A sexual assault primary prevention campaign can target men and boys by seeking male involvement in sexual violence prevention.
- B. Conduct an assessment of the target audience
  - < Find out what your target market knows and does not know about sexual assault.
  - < Based on the results of an assessment (focus groups, survey) develop a theme to reach your target audience that answers or addresses the needs shown from the assessment.

## Step Two: Develop a Media Theme

- A. Create a catchy slogan to reach your identified audience.
- B. Produce media products using your slogan or theme in one or more of the following:
  - < print, posters, billboards, buttons, book markers, press releases, newspaper ads.
  - < radio-public service announcements, and/or commercials
  - < television commercials
  - < Use a National Campaign such as teal ribbons.
- C. Involve your coalition members as much as possible in this process. Coalition and community members can assist by doing the following:
  - < find volunteer graphic designers,
  - < seek out business to sponsor printing of materials,
  - < write and edit text/copy content,
  - < formulate a list of prospective media contacts in your community,
  - < Everyone has a special talent- be creative.

## Step Three: Develop a Press Kit.

Include:

- A. pocket folder containing:
  - < business card,
  - < press release,
  - < copies of presentations given in association with your campaign.

B. Inserts can include:

- < Photographs-typically 5"X7" black and white glossy,
- < Fact sheet- containing history of prevention program, and description of your focus,
- < Biographies-profile of yourself,
- < Statistical data-chart, graphs, and line art to help illustrate your campaign,
- < A pitch letter-a short one-page letter that quickly and clearly explains why the media's audience would be interested in the campaign.

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#### Resources Used To Develop This Handout

CALCASA, Strategic Forum Report, 1215 K Street, Suite 1100 Sacramento, CA 95814.

National Sexual Violence Resource Center, Resource Book, 123 N. Enola Drive, Enola, PA 17025.

SBA, Online Women's Business Center, "Developing An Effective Media Campaign," [www: onlinewbc.org](http://www.onlinewbc.org).

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